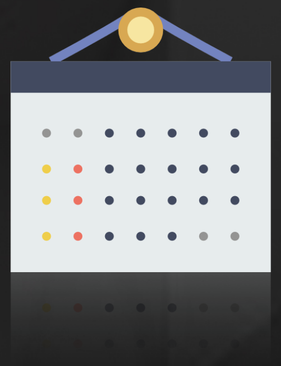
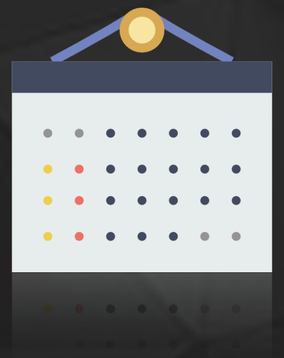
# TOP 3 INSTAGRAM CONTENT KEYS

There are **3 main** content keys to boost your engagement

*(plus a bonus!)*





# Consistency

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Post a minimum of once a week

Post at a regular time

Maintain high quality content

# Consistency

When it comes to how often you should post, **your ideal posting frequency will depend on you or your business' goals and the amount of time you can dedicate to your Instagram marketing efforts.**

Social media expert Neil Patel explains, "If you make a habit of posting several times a day and then transition to only a few times a week, you will start to lose followers and generate less engagement per post.

**"This means that the best posting frequency for Instagram is the posting frequency that you can consistently maintain for the rest of your natural life."**

# Videos

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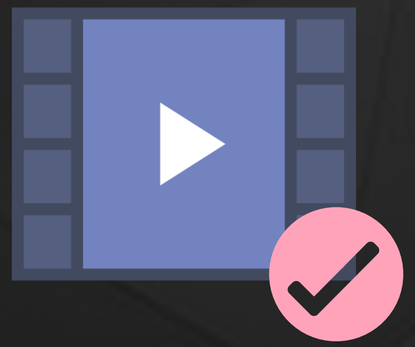
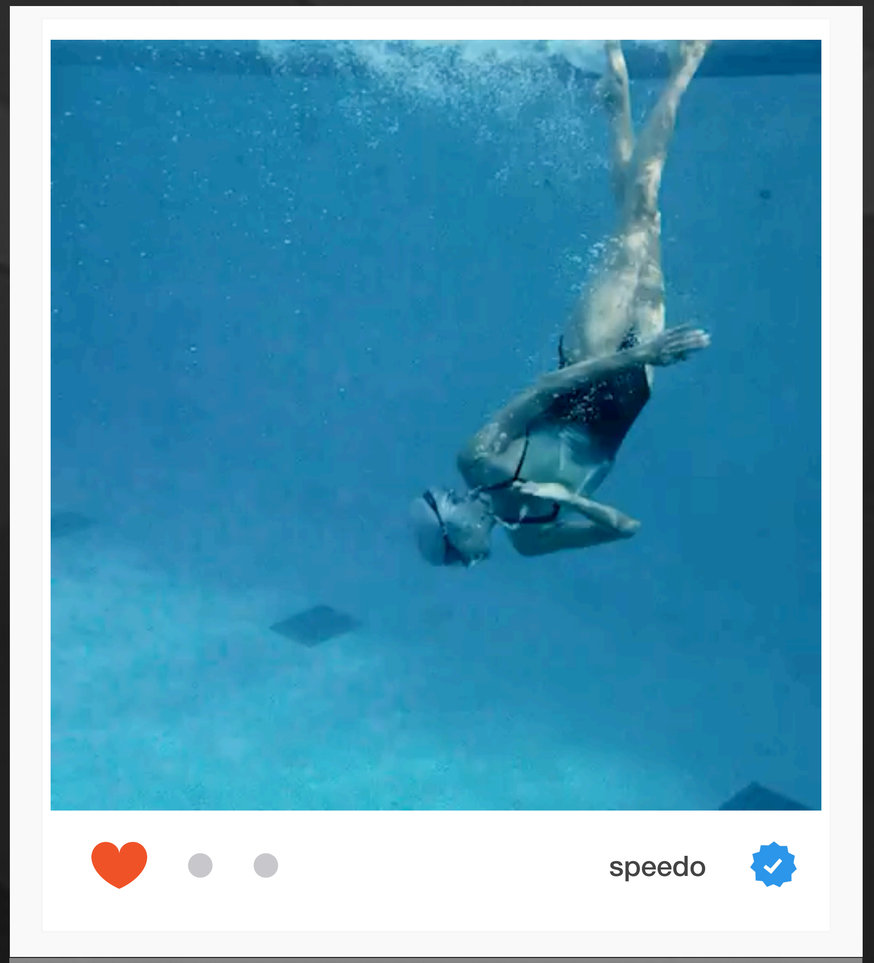
**38%** more engagement than images

**2.1** x more comments than images

Maintain high quality content



# Videos



# Start a Conversation

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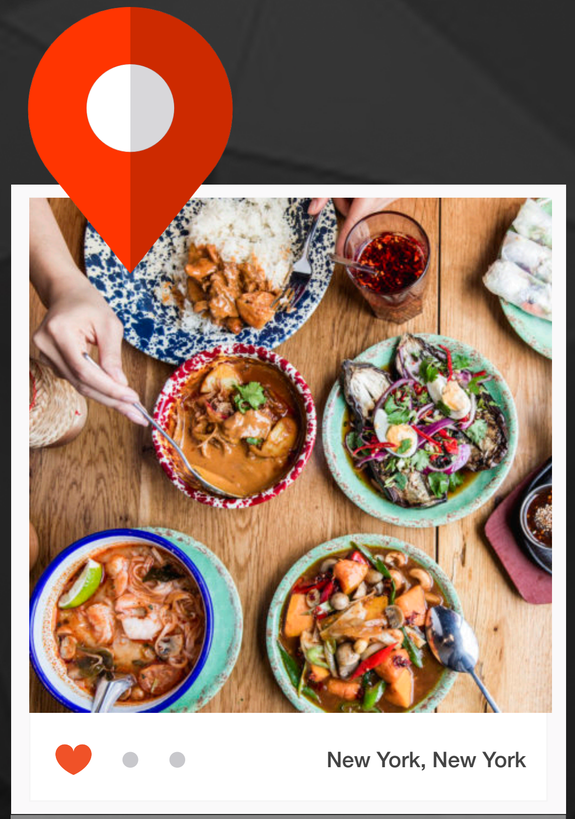
Ask a question/engaging comment in your caption
eg. “Who’s out in Vancouver tonight??”

Continue the conversation by replying to comments.

# *BONUS TIP*




**Geotag** your posts when applicable!

It has **79%** higher engagement rate than a post without.